

SECTION C

DESCRIPTION/SPECIFICATIONS/AND WORK STATEMENT

1. **BACKGROUND**

As one of the nation's principal conservation agencies, the National Park Service (NPS), Harpers Ferry Center (HFC), assists with the responsibility to protect and manage some of our most treasured resources. In order to preserve these treasures it is important that their stories be told in ways that help visitors understand them, experience them, and appreciate their value. It is also important that those who visit National Park System sites be assured that their visits are safe and enjoyable.

Each site, established by legislation, recognizes and commemorates a significant natural resource, cultural, or historical event. The mandate the American people give the NPS is a challenge well worth meeting and a challenge demanding participation by our visitors. The "unigrid" publications generated by the NPS are intended to inform and contribute to Americans' sense of pride and stewardship.

A standard graphic approach works to create an identity between the NPS and its many messages to the visiting public. New identity standards have been recently developed for the NPS. They provide a revised NPS Arrowhead logo, and prescribe the use of two standard typefaces, preferred colors, and a consistent graphic look derived from the "unigrid" publications standards. Building on a twenty-plus-year graphic publication standard, the expanded graphic identity program may now assist in establishing a connection among all NPS managed sites--the well-known Yellowstone-like parks as well as the smaller Castillo de San Marcos-like parks, which are often confused with state or local parks. The stewardship and support of our visiting public will be strengthened.

The NPS relies on a variety of media to tell the parks' stories. Interpretative efforts through publications primarily use official map and guide brochures and booklets. The objective of the folders is to publish NPS maps, diagrams, or illustrations locating points of interest, developed areas, and road and trail access. It must present safety information and regulations, and an overview of visitor services and activities. This is not done in isolation, for these brochures are also designed to be visually attractive as souvenir pieces with photographs, artwork, dimensional images, and narratives inviting the curious to explore by highlighting the assets being preserved.

The NPS handbook program extends the reach of this nation's conservation policy, history, and cultural understanding. The books are available at the park, or by order from the Superintendent of Documents, and in regionally located Government and association-operated bookstores. Provisions are made for quantity orders to encourage the purchase by schools and other institutions. They contain in-depth essays, collections of scenic or historic photographs, and two-page feature units focusing on themes within the larger story that are often augmented by illustration.

The NPS identity standards have been to date applied to specific media and audiences; primarily to interpretive media and for park visitor use. The new standards have not, however, been fully applied to the full range of National Park Service purposes. Work under these contracts will address this need.

As Americans embrace technology for access to basic information, the NPS plans to extend its identity through the use of its organizational identity items to its existing and developing websites. These needs will be met by these contracts as an Elective element.

2. **PURPOSE**

The purpose of these contracts is to provide the National Park Service, Harpers Ferry Center, with additional professional-level, problem-solving, informational, graphic design services in two categories.

- A. Provide additional design and technical production capabilities for Folder and Book projects that assist with a workload associated with an active folder and handbook development program that serves the entire National Park System, and provide additional graphic design services related to the refinement and application of NPS identity items throughout the agency;
- B. Provide Website Design and Development Services (as an Elective) to refine existing websites and design others. Audiences will be both agency employees and the general public.

All designs must be fully compatible with NPS design standards and production methods.

3. **SCOPE OF WORK**

Independently, and not as an agent of the Government, the Contractor shall provide all services including labor, materials, equipment, facilities, and travel, (except as otherwise specified in this contract), necessary to provide the National Park Service with professional conceptual graphic designs, and/or digital layout production-ready technical services for NPS “unigrid” Folder and Book publications, and NPS identity items. The identity work shall include, but is not limited to, templates for conference and instructional materials, inter-office forms, vehicle markings, and annual and other reports.

Graphic Design and Production for Folders, Books, and NPS Identity Items

(1) Government Guidelines

- (a) Designs shall conform to the graphic appearance of the standardized NPS “unigrid” design system as shown in the more than 400 brochures and books currently in print, or to the established standards of the NPS organizational identity system.
- (b) NPS requirements may include several phases, including preliminary conceptual roughs, revisions, incorporation of final graphic data from other sources, some digital image manipulation, digital compositing using Adobe Illustrator and Photoshop software, and complete production-ready digital layouts in QuarkXPress software for an entire project or for partial aspects of design and/or production.
- (c) Colors: Unless otherwise specified, the “unigrid” Folder and Book shall be designed to be reproduced in process-colors. There is no provision for 5th colors. All toned areas or color added to graphics shall be in color-builds using process colors (CMYK). For NPS identity items, two, three, or more spot colors will be specified. Reproduction color range will be specified in the Task Order.
- (d) Trim Sizes: “Unigrid” Folder and Book formats are established, but may not be limited to the measures listed below. Most NPS “unigrid” folder formats are designed to the following trim sizes with those most often used in the A4, A6, B4, and B6 trim sizes. Layout grids will be Government-Furnished in QuarkXpress, all use the millimeter measures, and all include the NPS preferences. All assignments will establish the trim size in the Task Order.

A4	396mm x 210mm	B3	297mm x 420mm
A6	594mm x 210mm	B4	396mm x 420mm
A12	1188mm x 210mm	B6	594mm x 420mm

Book formats trim to 148.5mm x 210mm (5.846" x 8.268" exact inch equivalents) with many designs accentuating a horizontal design approach and the two-page-spread horizontal space. Layout grids will be Government-Furnished in QuarkXpress.

Most size formats for templates associated with the NPS identity items will be in 8 1/2" x 11". Deviations will be specified in Task Orders for special purpose items.

- (e) Software: Folder and Book digital design and production-ready work shall be developed and accessible on Macintosh System 8.0, or higher using QuarkXpress 4.01 or higher, Adobe Illustrator 8.0, or higher, and Photoshop 5.0, or higher. Software up-grades will be required over the course of the contract. Programs and/or Upgrades will be specified in the Task Order.

NPS identity items require development for both generic personal computers (PC) and the Macintosh computers. Templates shall be accessible for PCs in Word 97, in PageMaker 6.5, and in QuarkXpress 4.04, and for the Macintosh machines in QuarkXpress 4.01 and PageMaker 6.5. Review and approval stages for template designs shall use Acrobat's Portable Document Format (PDF).

- (f) Typefonts: Specification is limited and specific to insure graphic consistency from project to project and with other elements that may comprise the identity system. Editing is carefully done for the appearance of line endings, and for well-controlled word and letter spacing established with style sheets. Any substitute fonts will flow differently and will be unacceptable.

The NPS has initiated the use of the Adobe Type Library's Frutiger face and a proprietary NPSRawlinson face throughout the park system. The Contractor shall acquire a license from the Adobe Type library for Frutiger light, light italic, roman, roman italic, bold, bold italic, black, black italic, and ultra black. Screen and printer fonts for NPSRawlinson faces will be provided by the Government, with guidelines for their use.

Other fonts may be used on a limited basis, usually in conjunction with existing productions. They are Adobe Type Library Helvetica Neue 2; 55 (roman), 56 (italic), 75 (bold), 76 (bold italic); Helvetica Neue 1; 95 (black), 96 (black italic); Helvetica Neue 3; 45 (light), 46 (light italic), 65 (medium), and 66 (medium italic), or Postscript type-1 Times Ten: roman, italic, bold, and bold italic from the 62 Linotype-Hell AG source.

Fonts will be specified in individual Task Orders.

- (g) Data shall be transferred via Macintosh-formatted 3.5" high density diskette, or ZIP- CD-, DVD-, JAZ-disks, or Magneto-Optical disks, or Internet via File Transport Protocol (FTP address will be provided as needed). The Government will return disks upon approval. Appropriate printouts shall accompany any data transfer.
- (h) Work shall proceed in sequence and in concert with Government reviews, and intermediate availability of materials from other sources. Task Orders will define those projects where a trip to Harpers Ferry Center is considered necessary to facilitate either the commencement of a project or any phase within the process. Standards will be furnished by the Government with each Task Order. Deviations shall be discussed with the Contracting Officer's Technical Representative (COTR) before proceeding.

(2) Professional Conceptual Design Services

- (a) All designs shall propose an organization and structure for multiple components, define appropriate scale and association of graphics with text matter, enhance the interpretive message with graphics and recommend illustrations in the concept that add value to the informational purposes of the project. In addition, the design shall incorporate the established formats, typefonts, use of title bars, and/or hairlines as horizontal structural reinforcement, and general objectives of the "unigrid" and/or identity design systems.
- (b) The Contractor will not be required to create any maps that may be recommended for inclusion in the design, but may be required to describe proposed content for review and approval and annotate the space allocated in the layout. Most print products include a site map, some include an area map or historic subject map. Maps will be created by the National Park Service, Harpers Ferry Center, Department of Publications cartographic staff. Map requirements and coloration may have to be coordinated with additional graphics and coloration will favor tones that serve the cartographic purposes. Information will be Government-Furnished to the Contractor with the Task Order.

- (c) It is anticipated that final graphics will become available throughout the course of the design/production work. Rough black and white or color scans of facsimile or look-alike subjects shall show content until reproducible quality images are available. The Contractor will not be required to acquire graphic images. If in the course of design, a suitable image becomes known to them, the Contractor is encouraged to provide a facsimile copy with fully annotated source data. For any proposed, but not yet approved image, the NPS must obtain scanning permission prior to For Position Only (FPO) scanning--this constitutes "use" by commercial sources. Actual image acquisition and print permission fees will be negotiated by the NPS directly with the sources. The Contractor will not be required to produce new illustrations. If conceptual illustration content is approved, the NPS will provide final artwork based on the approved concept design. The Contractor may be required to electronically manipulate the supplied artwork in production-ready stages--see item (3)(f) which follows:
- (d) The Contractor shall present an annotated trim-size color printout (may be tiled) of the conceptual digital file to the COTR for review and comment. A copy of the digital file shall be included at this time. The Contractor shall maintain a digital back-up of materials submitted. Annotations on the printout shall list color build specifications. Other methods for presentation of concepts for review and approval will be specified in the Task Order.
- (e) Revision of the conceptual design may be needed prior to an approval requiring the input of the principal designer. Always use the digital file being transferred with the review stages. The COTR may have had occasion to revise supplied data directly on that digital file and it will be so noted on the printout showing review comments.
- (f) In addition to applying new NPS identity standards to specific purposes, work under part of the contract, may include the continued development and refinement of the standards, and their dissemination within the agency through conference and instructional materials. Work relating to the latter may include participation in seminars that instruct NPS personnel in the use of design standards.

(3) Production-Ready Technical Services

- (a) Copy may be Government-Furnished in whole or in part with the initial package. Manuscript, caption, feature copy, and mandatory text content will be Government-Furnished as a WordPerfect 5.1, 5.2, or Word 97 file with an annotated hardcopy printout. The Contractor shall flow appropriate copy sections into the layout and apply typefont style sheets. Style sheets shall be used. The Contractor is not responsible for rag-right line endings or for widows. The National Park Service, Harpers Ferry Center, Department of Publications, will edit as necessary to refine these visual aspects, but the Contractor is invited to alert the Government to areas that need editorial work for appearance or for length. This is the prime reason why a digital file shall accompany all printout submissions for COTR review and approval. Always use the digital files being returned from the Government; refinements may be incorporated and will be noted.
- (b) Upon the availability of reproducible quality images for Folder and Book projects (i.e., slides, transparencies, prints, CD Print files), the Contractor shall carefully determine the scale and cropping, scan (black and white and color) only to a quality level to facilitate the visual, and place these FPO scans for content. The Contractor shall apply any color specifications that are proposed. When a printout is made, the images shall be suitable for use to scale the graphics for high-resolution color-separation. The Contractor is not responsible for high-resolution scans.

Appropriate low- or high-resolution data from final graphics will be Government-Furnished. The Contractor shall fully define those images requiring production work to create composite images or manipulation for appearance if different than a match for the original images and if needed to complete the production stages of electronic packages. For NPS Identity Items the Contractor shall provide scanned images at an appropriate resolution for the end result. This requirement will be specified in the Task Order.

Many images are acquired for publication on a one-time-use basis from commercial sources. A review of the condition of those images will be made by the Government before they are furnished to the Contractor. *The Contractor is advised to confirm the condition upon receipt and shall be responsible for any damage that occurs to these images while they are in their hands.* The industry places a standard value at \$1,500 per image if damaged.

- (c) Text boxes, picture boxes, folio placements, graphic bar locations, and standard items of the “unigrid” design shall be carefully and accurately placed. The objective of each phase in this process is to move the publication or template, or website visual closer to the final production-ready package.
- (d) The completed digital files and printout, which shall correspond exactly to the content of the electronic layout, shall be submitted to the COTR for review and approval. All reproducible quality graphics shall be returned to the COTR at this time.
- (e) Using the approved printout, the National Park Service, Harpers Ferry Center, Department of Publications, will acquire high-resolution color separations for Folder and Book projects at the scales shown. Digital data will be returned to the Contractor along with the layout. The Contractor shall substitute FPO for final “Tag Image File Format” (TIFF) or “Encapsulated Postscript” (EPS) images into the production ready digital file.
- (f) The design proposal and the review process may require that high-resolution data be manipulated for coloration, for combining with other elements, for the addition of drop shadows, or for other graphic visualizations. The work shall be done in Photoshop. Both the “layered file” and an “Encapsulated PostScript” (EPS) file shall be saved to the disk. Both files shall be labeled and included in data returned to the COTR.
- (g) For silhouetted items, the Government will furnish some easily defined images as silhouettes in a high-resolution file with a clipping path. The Contractor may be required to refine the silhouette slightly. Other images to appear as silhouettes shall require a more subjective definition and the clipping path shall be created and saved as a clipping path by the Contractor. Guidelines and standards will be provided with the Task Order.
- (h) Upon the incorporation in Folder and Book projects of all final editorial adjustments and the final images, maps, and technical verification of the production-ready package, the Contractor shall make two same-size, one-piece, full color printouts, laser-jet is suitable, of each side or of each two-page spread and submit them with the final digital files.

- (i) Review and approval stages for template designs for the identity items shall use printouts from Acrobat's Portable Document Format (PDF) and transmittal of that digital data in the same format. Address for transmittal will be supplied with the Task Order.

4. **PRINTOUTS FOR REVIEW AND APPROVAL**

Graphic Design and Production for Folders, Books, and NPS Identity Items

The Contractor shall expect a minimum of three times when materials shall be submitted to the COTR for review and approval. For Folder, Book and Identity Items they are:

- (1) Conceptual Color Printout in no more than two copies;
- (2) Completed Design Printout in no more than two copies; and
- (3) Final Production-Ready Printout in no more than two copies.

Items, numbers of copies, and review stages will be specified in the Task Order.

5. **TASK ORDER ASSIGNMENTS**

All work performed under this contract will be directed by the Government through the issuance of individual Task Orders in accordance with the procedures outlined in Section G. In no event will the Government be responsible for any work performed by the Contractor that is not undertaken pursuant to a duly executed Task Order signed by the Contracting Officer. The Government will furnish, as appropriate, required data, materials, and access to project information necessary to perform the planning and production of work as required.

6. **GOVERNMENT-FURNISHED PROPERTY**

The Government will furnish guidelines, specifications, the proprietary NPSRawlinson typefonts, access to project information, and existing materials as necessary to perform the design service required under each Task Order.